

REGISTRATION BROCHURE



SURVIVAL STRATEGIES FOR SMALL AND LIMITED-RESOURCE FARMERS AND RANCHERS

A National Outreach Conference

Hosted by The United States Department of Agriculture
Risk Management Agency, Office of Civil Rights and Community Outreach
USDA Office of Outreach

October 6-9, 2003

Hyatt Regency Islandia • San Diego, California

Public and private individuals and organizations working with
small and limited resource farmers and ranchers will learn how to
identify, develop and promote
successful risk management strategies
to remain economically viable
in a rapidly changing agricultural environment.

Program Overview

October 6, 2003

2:00pm - 6:00pm Registration
Exhibit set-up

October 7, 2003

7:00am - 8:30am Registration/Continental
Breakfast
Exhibits Open
8:30am Welcome
Bill Murphy
Bill Lyons, Jr.
Vernon Parker
Keynote Speaker
Dr. John Ikerd
10:30am - 11:45am Concurrent Workshops
11:45am - 1:00pm Luncheon
1:00pm - 4:30pm Concurrent Workshops
5:00pm - 6:30pm Reception

October 8, 2003

7:30am Continental Breakfast
Exhibits Open
8:00am - 11:00am Breakout Sessions
11:15am - 12:15pm Lunch (on your own)
12:30pm - 3:00pm Proposal Writing
Public/Private
Partnerships
3:00pm - 4:00pm Closing
Ross J. Davidson, Jr.

Workshops

Production Risk

Cost of Production, Seed to Sale, Organics, Hydroponics, Permaculture, and Vermaculture.

Marketing Risk

Marketing Basics, Value Added Products, Industrial Marketing, and Master Marketing.

Legal Risk

Farmland Preservation, Urban Farming, How to Save the Farm, Agricultural Tax Programs, and Food Security.

Human Resource Risk

The Whole Healthy Farm Family, Diversity on the Farm, The Evolving Role of Women in Agriculture, and Estate Planning.

Financial Risk

Record Keeping, "Where's the Money" Lending Panel, The Mediation Program, and Community Economic Development.

Alternative Enterprises

Meat Goat Production, Aquaculture, Community Supported Agriculture, and Agro-Forestry.

Risk Management Tools

RMA Program Overview, NAP & Disaster Programs, Adjusted Gross Revenue (AGR), and AGR Lite.

Proposal Writing

Extended workshop will provide intensive overview of how to prepare winning proposals and the application package in order to obtain Federal funding.

Public/Private Partnerships

Open panel forum will discuss the ways that public and private entities can partner to improve program delivery to producers.

October 9, 2003

Agri-Tours (7:00am - 6:00pm)

Reservations are on a "first come/first serve" basis.

Tour A (1) Avocado Packing House (2) Herb Farm (Culinary, Medicinal & Crafting), (3) Avocado & Citrus Producer (4) Certified Organic Fruit & Vegetable Producer & CSA. **\$15**

Tour B (1) Gourmet & Specialty Vegetable Producer (2) Certified Farmers Market (3) Mushroom Producer (4) Vineyard & Winery—Private Tour & Tasting. **\$25**

Tour C (1) Cut flowers, cut foliage, dry & preserved floral Producer (2) Exotic & subtropical fruit & vegetable Producer (3) Outdoor ornamental & bedding plant Producer (4) Indoor decorative & foliage plant Producer. **\$15**

Tour participants will all meet for lunch at a specialty farm which includes cultivated fruit & vegetable fields, demonstration gardens, walking trails and picnic area. The tour fee includes transportation, box lunch and entrance fees. Tour B also includes a private vineyard tour & wine tasting.

For additional information, visit the conference website:
<http://www.rma.usda.gov/calendar/2003/october.html>

USDA is an Equal Opportunity Employer

Survival Strategies Conference Registration Form

October 6-9, 2003

Early Registration \$250 (By August 29th)

Registration \$300 (After August 29th)

Please print

Name _____ Title _____

Institution/Company/Government Agency _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____ Email _____

Completed registration must be received by October 1, 2003.
Cancellations must be received in writing by October 2, 2003
in order to avoid being billed. Substitutions may be made at
any time.

Special Needs: (be specific, ex: vegetarian, hearing
impaired–interpreter needed) _____

**SELECT TOP 3 AREAS OF INTEREST, IN NUMERICAL
ORDER (1= high interest, 3=low interest)**

___ Production	___ Finance
___ Risk Management	___ Tools
___ Human Resources	___ Legal
___ Alternative Enterprises	___ Marketing

CONFERENCE FEES

Early Registration \$250 = _____

Registration after 8/29 \$300 = _____

Optional tours (please indicate # of tickets per tour)

Tour A _____ tickets @ \$15 = _____

Tour B _____ tickets @ \$25 = _____

Tour C _____ tickets @ \$15 = _____

**Total fees included
(Conference fee + tour)** _____

METHOD OF PAYMENT

☐ Check (Made payable to Graduate School, USDA)
Fed ID # 53 019 6561

☐ Credit Card

☐ Visa ☐ MC ☐ American Express

Credit Card # _____

Expiration Date _____

Name (as it appears on card) _____

Purchase Order Number _____

Mail registration form & payment to:

Graduate School, USDA
600 Maryland Avenue, SW (IH)
Washington, DC 20024
Telephone: 202-314-4713
Fax: 202-479-6801
email: isabelle_howes@grad.usda.gov

Registration is accepted by mail or via fax with a credit
card: fax (202) 479-6801

The registration fee includes admission to events includ-
ing the reception, 2 continental breakfasts,
one luncheon, breaks and workshops.

ACCOMMODATIONS

The Conference will take place at the Hyatt Regency Islandia Hotel, 1441 Quivira Road, San Diego, CA 92109; telephone (619) 221-1234. The hotel is located on picturesque Mission Bay, 6 miles from San Diego Airport. For a full description of the hotel, please refer to the following website: www.hyattregencyislandia.com

A block of rooms has been set aside for attendees at this conference. Please mention that you are with the USDA Risk Management Conference to receive the conference rate of \$99.00 single/double; \$124 triple; \$149 quadruple (plus 10.5% tax). Reserve your room by September 19th to receive this rate. After that date, reservations will be accepted on a space and rate available basis only. Please call the hotel reservation line directly on (619)224-1234.

How to Register for the Conference

To register, please complete the form (photocopies are OK) and mail it with full payment to the address on the form. You may also fax your registration with credit card information to 202-479-6801. Registration is also available on the following web site: <http://www.rma.usda.gov/calendar/2003/october.html>

We encourage you to register by August 29th to receive the \$250 early registration fee; after that date, the fee increases to \$300. The registration fee includes a reception, two continental breakfasts, one luncheon and refreshment breaks on both days.

Survival Strategies for Small and
Limited Resource Farmers and Ranchers
Graduate School, USDA
600 Maryland Avenue, SW (IH)
Washington, DC 20024

October 6-9, 2003

**If addressee is not available, please give this
announcement to a colleague.**